

1. A method of providing a reply to a telephone
2 caller, comprising the steps of:
receiving a message from a telephone caller during
4 a telephone call;
deriving supplemental information relating to at
6 least one of the telephone caller and the telephone call;
using the message from the caller in combination
8 with the supplemental information to identify an appropriate
reply to the message; and
10 providing the reply to the caller.

2. The method of claim 1, wherein the telephone
2 call is a cellular telephone call.

3. The method of claim 1, wherein the message is
2 an alphanumerical code entered by the caller using the
telephone.

4. The method of claim 1, wherein the message is
2 provided by the caller in response to a request.

5. The method of claim 4, wherein the request
2 forms part of a radio or television broadcast.

6. The method of claim 5, wherein the message

4 relates to a channel number or broadcast frequency.

7. The method of claim 6, further including the
2 step of storing a channel map to identify the station
responsible for the broadcast.

8. The method of claim 5, wherein the message
2 relates to a radio or television station identification.

9. The method of claim 1, wherein the supplemental
2 information includes the identity of the caller.

10. The method of claim 1, wherein the supplemental
2 information relating to the caller includes at least a portion
of the telephone number of the caller.

11. The method of claim 1, wherein the supplemental
2 information relating to the telephone call includes the date
or time of the telephone call.

12. The method of claim 11, wherein the time of the
2 call forms part of the message.

13. The method of claim 1, wherein the step of
2 providing the reply to the caller occurs during the telephone

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call.

14. The method of claim 1, further including the
2 step of placing an additional telephone call to identify the
appropriate reply.

15. The method of claim 14, wherein the caller is
2 patched into the additional telephone call.

16. The method of claim 1, wherein the reply is in
2 the form of a facsimile or electronic mail later directed to
the caller.

17. The method of claim 1, wherein the caller
2 receives a phone bill, the method further including the step
of adjusting the phone bill in response to the message.

18. The method of claim 1, wherein the message is
2 received in response to an automated voice prompt supplied to
the caller.

19. The method of claim 18, wherein:
2 the message is received in voice form; and
voice recognition is used to extract the message.

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20. The method of claim 19, wherein the telephone
2 is a non-cellular phone.

21. The method of claim 4, wherein the request
2 forms part of a billboard advertisement.

22. The method of claim 21, wherein the
2 supplemental information includes the location of the caller
derived through a global positioning satellite system.

23. The method of claim 21, wherein the
2 supplemental information includes the location of the caller
derived through a voice prompt to the caller.

24. The method of claim 1, wherein the reply
2 includes digital audio or video information.

25. The method of claim 1, wherein:
2 the message from the telephone caller is entered in
response to an advertisement; and
4 the advertiser pays for the call.

26. Apparatus for providing a reply to a telephone
2 caller in response to a telephone call received over a
telephone network, comprising:

programmed computer means including interfaces to
8 the database and the network, the programmed computer means
being operative to perform the following functions:

27. The apparatus of claim 26, wherein two or more
2 different programmed computers are used to perform the listed
functions.

29. The apparatus of claim 26, wherein the
2 programmed computer means is operative to identify an
appropriate reply in the database in accordance with a
4 alphanumerical code entered by the caller.

31. The apparatus of claim 30, wherein the means
2 for soliciting the message from the caller includes a radio or
television broadcast to the caller.

32. The apparatus of claim 26, wherein the message
2 from the caller relates to a channel number or broadcast
frequency.

33. The apparatus of claim 32, further including a
2 database for storing a channel map to identify the station
responsible for the broadcast.

34. The apparatus of claim 26, wherein the
2 supplemental information includes the identity of the caller.

35. The apparatus of claim 26, wherein the
2 supplemental information includes at least a portion of the
telephone number of the caller.

36. The apparatus of claim 26, wherein the
2 supplemental information includes the time or date of the

telephone call.

37. The apparatus of claim 36, wherein the time of
2 the call forms part of the message.

38. The apparatus of claim 26, wherein the response
2 is provided during the telephone call.

39. The apparatus of claim 26, further including
2 means for placing an additional telephone call to identify the
appropriate reply.

40. The apparatus of claim 39, further including
2 switching means for patching the caller into the additional
telephone call.

41. The apparatus of claim 26, wherein the
2 programmed computer is further interfaced to a facsimile or
electronic mail to direct a reply to the caller.

42. The apparatus of claim 26, further including
2 accounting means for adjusting the caller's phone bill in
conjunction with a reply.

43. The apparatus of claim 26, further including an

2 automated voice prompting capability to obtain at least a
portion of the message from the caller.

44. The apparatus of claim 29, further including an
2 outdoor advertisement including the alphanumerical code to be
entered by the caller.

45. The apparatus of claim 26, further including a
2 global positioning satellite system disposed at the location
of the caller to provide supplemental information in the form
4 of the caller's location.

46. The apparatus of claim 26, further including an
2 automated voice prompting system for soliciting supplemental
information from the caller.

47. The apparatus of claim 46, wherein the
2 supplemental information is in the form of voice responses
from the caller, the apparatus further voice recognition
4 circuitry to interpret the voice responses.

48. The apparatus of claim 26, wherein the reply
2 includes digital audio or video information.

49. The apparatus of claim 26, wherein the message

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2 from the telephone caller is entered in response to an
advertisement, the apparatus further including a database with
4 billing information to ensure that the advertiser pays for the
call.